

# Skateboard Design Art Contest Rules

**ENTRY DEADLINE:** Monday, May 12, 2008, 4:00 p.m.

**SUBMIT ENTRY ELECTRONICALLY TO:** Chi Siu via email at [csiu@cdph.ca.gov](mailto:csiu@cdph.ca.gov). Please see “rules and content” below for specific submission requirements.

**PRIZES:** First Place: \$500 gift card to Apple. Second Place: \$250 gift card to Apple. Third Place: \$100 gift card to Apple. In addition, all winners will receive a skateboard deck with their original design and recognition from the California Department of Public Health, Immunization Branch. Additional information is in the “Recognition” section below.

## ART CONTEST GUIDELINES

### I. INTRODUCTION

The California Department of Public Health, Immunization Branch will be sponsoring a vaccination awareness campaign for all UC Berkeley students in late August 2008. The goal of the campaign is to encourage college students to get vaccinated against harmful diseases, including meningitis, influenza (flu) and others. As part of this awareness campaign, the Immunization Branch will be sponsoring events and providing various free give-aways, including skateboard decks to event attendees.

Your role is to create a design for a skateboard deck that represents this year's theme: **“Call Your Own Shots: Get Vaccinated!”**

Winners will be notified on or around Friday, May 16th, 2008 by email and by phone. If you are selected as a winner, you will need to resubmit your entry with a higher resolution no later than Tuesday, May 20<sup>th</sup>, 2008. Please review the “rules and content” section below for a complete list of winner responsibilities.

The complete contest rules are below and the entry form can be found at: [www.getimmunizedca.org](http://www.getimmunizedca.org). Please pay special attention to the “Digital Image Requirement” section below. The skateboard deck design template is located at: [http://www.boardpusher.com/bp/decktemplates/7\\_7-8\\_300.jpg](http://www.boardpusher.com/bp/decktemplates/7_7-8_300.jpg)

### II. ELIGIBILITY

The contest is open to any art student who is currently enrolled in or who is a recent graduate (Spring/Summer 2008) of a college or University in California. Students must have a valid student identification number in order to enter.

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### III. RULES AND CONTENT

1. *Target Audience:* Entries should be designed with college students as the audience you are trying to reach.
2. *Theme:* Entries should reflect the theme of the campaign, **“Call Your Own Shots: Get Vaccinated!”**. To portray the theme, the student can use a single graphic design or a series of pictures/panels. It is optional to include the words of the theme phrase on the entries.
3. *Entry Form:* All submissions must include a completed official entry form, which is located at the end of this document.
4. *Digital Image Requirements:* The image should be created using the dimensions from the skateboard design template found at [http://www.boardpusher.com/bp/decktemplates/7\\_7-8\\_300.jpg](http://www.boardpusher.com/bp/decktemplates/7_7-8_300.jpg). The full design template is 9” x 33” and is in a JPEG format. A scaled-down version appears to the right:

**IMPORTANT!**



Please submit images in a JPEG format only. The image should be created in 300 dpi. However, for initial judging and contest entry, please submit your image in a 72 dpi format, no larger 5MB. **If you are selected as a winner, you will be contacted by phone and email on or around Friday, May 16<sup>th</sup> and asked to resubmit your entry in a 300 dpi for printing.** We will need this file no later than Tuesday, May 20<sup>th</sup>, 2008. If we are unable to contact you or if you do not submit the final file in time, you may be disqualified.

5. *Winner notification:* Winners will be notified by phone and email on or around Friday, May 16<sup>th</sup>, 2008.
6. *Original Work:* All entries should be original artwork of the student and cannot include any (plagiarized, copy written, previously published/printed, etc.) work or images.
7. *Colors and Programs:* All colors and programs may be used as long as entry is received and can be reproduced electronically in a JPEG format.
8. *Number of Entries:* A maximum of two entries per student is allowed.
9. *Contest Fee:* The contest is free to all entrants.
10. *Odds of Winning:* The odds of winning will be dependant on the number of entries received.
11. *Other Information:* All entries will become the property of the California Department of Public Health (CDPH), Immunization Branch and will not be returned. The CDPH, Immunization Branch reserves the right to reproduce any design in whole or in part.
12. ***Contest Deadline: Entries must be received electronically and sent via email to Chi Siu at [csiu@cdph.ca.gov](mailto:csiu@cdph.ca.gov) by 4:00 p.m., May 12, 2008.***

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#### **IV. JUDGING**

1. Art work will be judged by an independent panel of qualified judges from the California Department of Public Health, UC Berkeley staff and students, community agencies, and related fields.
2. Judging will be based on the following criteria:
  - a. Content
  - b. Originality
  - c. Visual impact of the design
  - d. Quality of execution as outlined in the “rules and content” section of this document.

#### **V. RECOGNITION/PRIZES**

1. **WINNERS:** The top three students submitting the winning art designs will receive the following prizes and recognition:
  - a. First Place: \$500 gift card to Apple. Second Place: \$250 gift card to Apple. Third Place: \$100 gift card to Apple.
  - b. All winners will receive a skateboard deck with their original design.
  - c. All winners will receive recognition from the California Department of Public Health, Immunization Branch.
  - d. Winning students may be contacted and asked to submit a photograph or may be photographed. The student’s photo would be used for media purposes or in CDPH publications.
  - e. The CDPH, Immunization Branch reserves the right to recognize contest winners and use winners’ names and/or images for media purposes or in CDPH publications.
  - f. All winners will be invited to attend the “Call Your Own Shots: Get Vaccinated!” event to be held at The University of California, Berkeley in late August 2008. Any travel-related expenses are to be paid by solely by the student.
2. **ALL ENTRANTS:** The CDPH, Immunization Branch may recognize some or all entries by arranging for a public display of the submissions and/or displaying entries on the CDPH website.
  - a. The CDPH, Immunization Branch reserves the right to recognize contest entries and use entrant’s names and/or images for media purposes or in CDPH publications.

The full-sized skateboard template is located at:

[http://www.boardpusher.com/bp/decktemplates/7\\_7-8\\_300.jpg](http://www.boardpusher.com/bp/decktemplates/7_7-8_300.jpg).

